

Introduction

The Continuation

Information

> 8 januari 2005

The new Volkskrant

The Argument

Temptation



New sections

> Fewer sections, more depth

The Volkskrant on Saturday



Winds of change are blowing over the Volkskrant. We will be introducing proof of this on 8 January 2005: the complete new and improved Saturday paper. With this new categorisation de Volkskrant is no longer guided by subject matter, but by two important questions: what do readers do with each section – and what does each section do with readers?

And so four new sections were created, short descriptions of which you will find in this brochure.

Content

The new Volkskrant on Saturday naturally opens with the news section. Followed by “het Vervolg” (the Continuation, backgrounds and reporting), “het Betoog” (the Argument, debate and opinion), “Kennis” (Knowledge, science) and “de Verleiding” (Temptation, ‘sections of choice’ in handy tabloid format). With five sections – and of course the Volkskrant magazine – the paper is more compact than it was with eight sections. This is a good thing considering the visibility of advertising in the paper.

The reader

Much is the same with the Volkskrant on Saturday. There’s its enormous circulation, for example: a small print run of 400,000 copies of the Volkskrant on Saturday will reach more than 900,000 individuals of 13 years and older. Volkskrant readers are relatively well educated and prosperous, young and active in work or study. They want to be in the lead and are curious: about the editorial columns as well as new products and services in the advertisements. For more than half of decision-makers who read de Volkskrant, this paper is necessary because of the useful information it provides, which emphasises de Volkskrant as a news-you-can-use daily paper.

The advertiser

De Volkskrant provides advertisers with peace and space to bring their message to centre stage. On average, a reader spends 90 minutes with the Saturday edition, which is plenty of time to focus on the advertisements also.

Advertising opportunities

Opportunities abound: from mini to billboard format, light or informative, black and white, with support colour or full colour, thematic or just active. Action ads benefit from a fast reach build-up: most people read the whole paper on Saturday.

READERS OF THE VOLKSKRANT		HOLLAND (13+)
Hi Prof.Train.or Scient. Educ.	50%	21%
Luxury class A	48%	21%
Under 35 years	33%	34%
Working or studying	73%	65%

> Riveting heart of the Saturday paper

het Vervolg (Continuation)



Het Vervolg is to become the riveting heart of the Saturday paper.

The week that has past and the week to come are here together in different journalistic genres: such as reporting, interviews or reconstructions. Reporting in het Vervolg go higher than the events of the day and always probe for another angle.

Content

Het Vervolg includes news collected by its own research editors. A good example is a new report editorial in which a journalist thoroughly investigates the background of a small news report ('Albanian boy in Roermond shot dead'). Beside this 'hard' side is a place for moving and poignant stories.

On regular occasions, the section is to be extended by two or three pages on one and the same subject. Unlike the current Stand van het Land (State of the Nation) articles, such a background section will be produced quickly, from an urgent journalistic desire to open the story wide.

The reader

Het Vervolg serves the same readers and the newspaper, namely Volkskrant readers in general.

The advertiser

Het Vervolg is interesting for two groups of advertisers. Because of the wide readership, the section is first and foremost a logical place for product and services advertisers. The section also has room for job ads. In this sense, het Vervolg is a natural supplement to the news section.

Advertising opportunities

- Het Vervolg provides considerable normal advertising space (group advertising) for product and services advertisers and job advertisers.
- In certain exceptions, independent media adverts may be granted space on editorial pages inside.
- Broadsheet format.

> Emphatically sets the tone for debate

het Betoog (the Argument)



The debate section is opinion-forming and contemplative, deep and current. Het Betoog is completely dedicated to encouraging the formation of opinions. This section provides food for thought for everyone wishing to sharpen their mind and who appreciates these new arguments and protest. Het Betoog intends to assume a prominent role in social debate: it offers not only a platform for debate, it also intends to set an emphatic tone for debate.

Content

No subject can be excluded beforehand: the section strives to achieve a variety of disciplines. As well as the political-governmental arena, the Argument will focus attention on the economy and culture. In this way the section is internationally oriented. Subjects for discussion are the debate in Europe, the question concerning what we want to teach our children (including developments in education) and questions of personal political choice. The emergence of important (non-fiction) literature will also be addressed. Het Betoog will retain a small number of established columns, including the U-page with letters sent in by readers, Marjolein Februari's column and a question about the best and worst events of the previous week.

The reader

Volkskrant readers do not assume authority as a given, authority must be earned. Het Betoog is directed at these critical and curious readers.

The advertiser

Het Betoog offers much room for job ads, aimed mainly at the highly educated Volkskrant target group.

Advertising opportunities

- Text page ad (on editorial page) is possible on page 3 (fc; maximum 130 mm high, half page wide). This space is available for one advertiser.
- Small text page ads (1 column, 100 mm or 2 columns, 50 mm) possible on the U page.
- Back page is available for advertisements (normal ads).
- Broadsheet format.

> What do we actually know about it?

Kennis (Knowledge)



Kennis is the no-nonsense name for the new Saturday science section, which reports on science, the environment and technology from a journalistic angle. The thread in this section is the question: What do we actually know? Articles are compulsory reading for a wide public, because they provide essential information about the confusing actual reality, about ourselves, society, the universe and science itself.

Content

Articles in Kennis can be roughly divided into three categories: background information to normal subjects ('Why did seismologists not see the earthquake coming?') scientific news ('ADD from smarties after all') and topics the editorial team considers newsworthy ('Why farmed salmon is unhealthy' or 'Rows: good for you').

In the last category, a new and daring insight is the inspiration, with which the editorial team periodically goes further than individual scientists are comfortable with. Through a critical, independent approach, Kennis intends to be highly distinguished in the area of scientific journalism.

Established columns include Kantlijn (sideline), short technical-scientific news and columns by Marcel Hulspas, Theo Jansen (alternating with philosopher and writer Bas Haring) and Hans van Maanen. There will also be weekly focus on questions relating to medical science.

The section is aimed at engaged, curious newspaper readers, not just scientists and hobbyists, and will appeal to those interested in the alpha and gamma sciences more than it did previously.

The reader

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The advertiser

As successor of Wetenschap (Science) with a wider range, this section will offer considerable space for job ads.

Advertising opportunities

- Format is broadsheet.
- Lot of space for display adverts (normal ads), including the back page
- Opportunities for text page ads
 - Front page strip: 50 mm high, entire width of front page
 - page 3: max 180 mm high, half page wide
 - on pages 5 and 7, half page of text page ads possible. Page 5 with support colour, page 7 full colour.
- Broadsheet format.

> Service oriented and independent

de Verleiding (Temptation)



A new section in tabloid format: this is de Verleiding. This section helps readers make concrete choices and shows how these choices are influenced. De Verleiding is distinguished with regard to format and appearance, through its accessible and modern layout with many photographs and supporting illustrations.

Content

Considerable attention for products and services, for business strategies and consumer behaviour. Travel is a separate section in de Verleiding. Immaterial choices are also covered, in areas such as self-development, health and lifestyle.

Travel is an important theme in this section, and includes city columns and articles. Other themes include living, mobility, health, food and drink, trends, lifestyle, fashion and personal finance. Special articles are to appear regularly in de Verleiding, covering subjects such as ecotourism, cities or themes in the areas of personal finance and living.

The tone of de Verleiding is service oriented and independent, and it is typified by the original angle: light subjects are given serious treatment – women's handbags are getting heavier, does this also apply to their professions? – and heavy issues given a playful turn – how would Martha Stewart design her prison cell? Martin Bril's column is included in this section.

The reader

The goal of de Verleiding is to reach everyone who believes in choice, with topics relevant to a sizeable middle class. A growing consumer group has an eye for quality and style. This applies to all ages: young people attach value to brands and their inherent social signals, older people are interested in interpreting trends and in service articles on personal development, health and travel.

The advertiser

This section is interesting for a large group of advertisers, particularly in the travel industry

Advertising opportunities

- Sufficient group ad possibilities throughout section.
- De Verleiding provides advertisers with the correct Umfeld for their normal ads and text page ads. Small classified adverts for travel (travel mini) are included in this section, as are contact ads.
- Text page ad opportunities:
 - page 3: premium position strip of 50 mm high
 - on Travel opening spread: 1 column wide (50 mm) over entire height of page
 - by request and in consultation: text page ad positions in the travel section of Temptations.
 - by request: the back page of the section.
 - Tabloid format.